



HEAL

Healthy Eating, Active Living

Idaho

HEAL Idaho Subcommittee Descriptions & Recommended Actions

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HEAL Structure, Then & Now

The Healthy Eating and Active Living (HEAL) Idaho Network was formed in 2010 through the leadership and oversight of the Idaho Physical Activity and Nutrition (IPAN) Program in the Division of Public Health at the Department of Health & Welfare. The Network was initiated to bring health professionals from diverse sectors together to identify strategies that promote healthy eating and active living across the lifespan. The HEAL Idaho Framework was developed—a compilation of policies, initiatives, and environmental change strategies that focus on making the healthy choice the easy choice. This Framework has been used by members and stakeholders to inform them of best-practice strategies and initiatives they can employ to support better health in their communities.

In 2015, HEAL was re-defined with a more intentional structure to better meet individual member needs, foster more meaningful connections across Idaho, and move the needle to improve healthy eating and physical activity access. The results of this restructure led to the creation of HEAL's five subcommittees:

- Workplace Wellness
- Healthy Lifestyle Messaging
- Youth Wellness
- Food Systems
- Healthy Transportation

Each subcommittee is led by an agency dedicated to statewide health improvement in their identified topic area. Subcommittee leads provide subject matter expertise and help develop statewide relationships and partnerships that will support an environment to influence policy development, cultural change, and the elimination of health disparities. They also act as a useful resource and 'go-to' expert in their respective fields and assist members with connecting to resources or other individuals and experts working in their field.

The HEAL Idaho Framework is still a useful tool for individuals, organizations and communities to select recommended actions for the work they do. This booklet can help HEAL members and stakeholders identify their fit within the HEAL restructure and be better equipped and supported to reduce barriers to healthy eating and active living in Idaho.

Workplace Wellness



By 2020,
1 in 4
American
workers
will be 55
years of
age or
older.



The health
of workers
is tied to the
health and
productivity
of organiza-
tions.

Mission

Provide tools, innovation and inspira-
tion in worksite wellness by acting as
a conduit for best practice strategies.

Purpose

Provide a forum for local employers to learn about
best practice workplace wellness strategies and con-
nect with other local businesses.

About Workplace Wellness

The Workplace Wellness Subcommittee is led by PacificSource Health Plans. Culture and environment are powerful influences on behavior. Since most adults spend more of their waking hours at work than anywhere else, it makes sense to make the workplace one that embraces a culture of wellness. To do that, employers are consistently looking for creative ways to:

- Engage employees in health and wellness programs
- Maintain a productive workforce
- Mitigate the rising costs of healthcare

PacificSource Health Plans works with employers to help empower healthy worksites through a program called inspire!, a network of professionals who come together to share and learn best practice workplace wellness strategies. Inspire!'s key goals are to:

- Provide inspire! network members with best practice workplace wellness resources around health and wellness in the workplaces.
- Host a quarterly forum for inspire! members to come together to share ideas and learn from industry experts.
- Collaborate and network with organizations that also value workplace wellness.

To learn more about inspire! contact:
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Championed By



HEAL Goals & Recommended Actions

Nutrition Goals

1. Increase the availability and consumption of low-calorie, nutrient dense foods and beverages

- Promote healthy foods and beverages in worksite cafeterias, break rooms and vending machines.
- Promote healthy foods and beverages at meetings and workshops.
- Promote the availability of lower sodium food options in worksites and government institutions.
- Increase the number of employers enacting worksite wellness policies to increase staff access to healthy foods.

2. Increase breastfeeding initiation, duration, and exclusivity in supportive environments in accordance with American Academy of Pediatrics (AAP) guidelines

- Assist health care facilities and worksites to provide supportive environments for breastfeeding.

Physical Activity Goals

1. Increase physical activity among children and adults to meet recommended guidelines

- Encourage programs and facilities where people work, learn, play and worship to provide easy access to safe and affordable physical activity opportunities.
- Disseminate current best practice guidelines to promote physical activity in high risk populations that address primary, secondary, and tertiary prevention.

2. Increase adoption of, and participation in workplace wellness programs

- Identify, summarize, and disseminate best practices, models, and evidence based physical activity interventions in the workplace.
- Educate business and industry leaders regarding their role as positive agents of change to promote physical activity and healthy lifestyles within the workplace and in their communities, giving particular consideration to efforts targeting disparate populations.
- Develop specific worksite wellness approaches appealing to worksites that employ large numbers of disparate populations.

3. Increase the number and utilization of safe, accessible routes that support diverse modes of transportation in our communities

- Promote and support implementation of “safe routes” initiatives such as “Safe Routes to Schools,” “Bike to Work,” and other active transportation programs.

Healthy Lifestyle Messaging

24%
of Idaho adults
did not
participate in
physical
activity in the
past month.
(2014 BRFSS)

11%
of Idaho high
school stu-
dents ate veg-
etables 3 or
more times
per day
during the
past 7 days.
(2015 YRBS)

Mission

Encourage Idahoans to live healthier, more active lives by increasing the awareness and access to free, Research-based information on proper nutrition and physical activity.

Championed By



Purpose

Develop and maintain a network of partners to provide consistent lifestyle messaging that improves the health of all Idahoans.

About Healthy Lifestyle Messaging

The Healthy Lifestyle Messaging Subcommittee is led by Eat Smart Idaho. A need for consistent statewide messaging in Idaho to promote healthy eating and active living was identified at the Creating Healthy Communities Summit in 2014. In response, the University of Idaho, Eat Smart Idaho Southern District, assembled a committee of Healthy Eating, Active Living (HEAL) Idaho members to work on developing statewide healthy lifestyle messages. In October 2014, Eat Smart Idaho received funding for this project and met with IPAN, local health professionals, and members of the HEAL network. Over 20 partners have joined the Healthy Messaging committee since January 2015. In May 2015, a marketing agency was contracted by Eat Smart Idaho to provide professional marketing services for this exciting project. The agency conducted focus groups to identify appropriate audiences, health messages, and venues that would best promote the messages in Idaho. Thus, the Long Live Idaho campaign was born with a mission to provide consistent healthy lifestyle messaging that can be distributed and used by agencies and organizations across the state.

To learn more about Long Live Idaho, contact:

Nikki Telford, University of Idaho

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Let's get healthy together.

HEAL Goals & Recommended Actions

Nutrition Goals

1. Increase the availability and consumption of low-calorie, nutrient-dense foods and beverages

- Work with partners to increase availability of healthy foods in all segments of communities.
- Support food assistance program efforts to provide healthy food options and healthy eating information.
- Educate and encourage families to make healthy choices for family meals.

2. Decrease the availability and consumption of sweetened beverages

- Provide education about the association between consumption of low-nutrient, sweetened beverages and obesity.
- Discourage consumption of sugar-sweetened beverages.

3. Decrease food insecurity

- Encourage expansion of farmers' markets and local food efforts.
- Increase awareness and referrals of low-income families and other disparate populations to food assistance programs through health care settings, worksites, schools and other human service organizations.

Physical Activity Goals

1. Increase physical activity among children and adults to meet recommended guidelines

- Promote an integrated approach to increased physical activity.

2. Decrease sedentary screen-time among all Idahoans

- Provide opportunities to replace sedentary behaviors, such as watching television with physical activity.
- Develop and promote an awareness campaign to educate partners and caretakers about the relationship between screen-time and obesity.

Youth Wellness

Championed By



idaho
dairy council

Protect & Promote Healthy Living

14% 

of Idaho
high school
students
drank 3 or
more glasses
per day of
milk during
the past
seven days.
(2015 YRBS)

21%

of Idaho high
school
students
attended
physical
education
classes daily
in an average
week they
were in
school.
(2015 YRBS)



Mission

Develop and maintain an active, engaged and collaborative network of partners working together to positively impact youth wellness across the state of Idaho.

Purpose

1. Engage in opportunities to promote youth wellness programs, initiatives, events and conferences.
2. Increase access and participation in school meals, with a specific focus on closing the gap in participation in school breakfast.
3. Promote availability of nutrient-rich snacks and food at school and at home.
4. Increase the quality and quantity of physical education and physical activity opportunities for youth.

About Youth Wellness

The Youth Wellness Subcommittee is led by the Idaho Dairy Council. The goal of the Subcommittee is to develop and maintain an active, engaged and collaborative network of partners working together to positively impact youth wellness in Idaho. The network offers credibility and expertise through the experience of partnering organizations and the ability to widely disperse information around youth wellness via existing programs within the community.

To learn more about Youth Wellness, contact:

Crystal Wilson, Idaho Dairy Council

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HEAL Goals & Recommended Actions

Nutrition Goals

1. Increase the availability and consumption of low-calorie, nutrient-rich foods and beverages

- Identify and recognize schools implementing policies and best practices that support access to low-calorie, nutrient-dense foods.
- Showcase schools with policies and practices applying portion size, calorie, and nutrient standards to all food and beverages sold, served or offered before and during the school day.
- Educate and encourage families to make healthy choices for family meals.

2. Decrease the availability and consumption of less healthy foods

- Promote adoption of policies by schools and childcare settings prohibiting fundraising activities and the marketing of food and beverages not supporting a healthful diet as defined by U.S. Department of Agriculture Dietary Guidelines for Americans.

3. Decrease food insecurity

- Increase awareness and referrals of low-income families, and other disparate populations, to food assistance programs through health care settings, worksites, schools and other human service organizations.

Physical Activity Goals

1. Increase physical activity among children and adults to meet recommended guidelines

- Promote parks and recreation department partnerships with after-school programs.
- Expand the use of school facilities as recreation sites for community members.
- Encourage referral services to catalog community-based physical activity programs and resources.

2. Increase the quality and quantity of physical education and activity opportunities in all schools and childcare settings

- Promote the use of physical movement throughout the day.
- Promote access to opportunities for physical activity before and after school.
- Support resource allocation for adequate and safe equipment and facilities in all educational and child care settings.
- Support access to and opportunities for high quality, comprehensive physical activity programs anchored by physical education best practices in pre-K-12 education settings.

Food Systems

19%

of Idaho
children are
food insecure
(2016 Idaho
Foodbank)



11%

of Idaho high
school stu-
dents
reported they
went hungry
most or all of
the previous
30 days be-
cause there
was not
enough food
in their
home.
(2015 YRBS)

Mission

Eliminate hunger and provide food security for all Idahoans by putting public and private resources into action.

Purpose

Develop and maintain an active, engaged and collaborative network of partners working together to strengthen local and regional food systems and assuring access for all Idahoans regardless of income.



About Food Systems

The Food Systems Subcommittee is led by The Idaho Hunger Relief Task Force who believes in the power of collaboration to leverage policy change and inspire social change to promote food security throughout Idaho. Every two years the Idaho Hunger Relief Task Force convenes the biannual Idaho Summit on Hunger and Food Security. The collaborative nature of the Summit encourages real solutions to Idaho's hunger and food security concerns. The programs the Task Force implements are often a direct result of the Summit and the partnerships created. The Task Force focuses work in six broad policy and program areas to address hunger and food security in Idaho:

- Research and document hunger and its root causes
- Raise public awareness of hunger and its root causes through education
- Make recommendations to public and private food security programs and services
- Provide food security related information to the Idaho Legislature
- Actively support the development of programs and policies to eliminate hunger
- Encourage collaboration among programs that work to eliminate hunger and its root causes

To learn more about Food Systems, contact:

Kathy Gardner, Idaho Hunger Relief Task Force

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208-447-8218

HEAL Goals & Recommended Actions

Nutrition Goals

1. Support increased funding for food assistance programs

- Participate in supporting the reauthorization of the Farm Bill and the Child Nutrition Act through educating ourselves, partners and leaders on the importance of nutrition assistance through site visits and information sharing.

2. Increase partnerships among agencies representing disparate & economically disadvantaged populations

- Participate in the Idaho Hunger Relief Task Force as an organization with statewide partners representing disparate populations including low-income, tribal and Latino communities.
- Participate in planning and/or attending the biennial *Idaho Summit on Hunger and Food Security*.
- Utilize the *Cultivate Idaho Initiative* to lead a community through a 10-month food security assessment and identification of ‘next steps.’
- Become involved in the emerging *Idaho Blueprint—Strengthening Our Food System* policy council and workgroups.

3. Encourage expansion of farmers’ markets

- Work with the Idaho Farmers’ Market Association to increase the number of farmers’ markets and to assist established farmers’ markets to become USDA Food Stamp Electronic Benefit Transfer (EBT) vendors to ensure access by all regardless of income.
- Promote ‘double up bucks’ programs to provide incentives to recipients of food stamps to make healthy food choices at local farmers’ markets and produce stands.

4. Increase awareness and referrals of low-income families and other disparate populations to food assistance programs through health care settings, worksites, schools and other human service organizations

- Learn about and implement ‘*Screen and Intervene—Food is Medicine*’ food security screenings and referral in your community or regional medical clinic(s) or school setting(s).
- Become involved in *Partners for Breakfast in the Classroom* to ensure all school children have a healthy beginning to the school day.

5. Increase access to food assistance programs

- Utilize the *Idaho Food Stamp ‘Train-the-Trainer’* curriculum to educate individuals and providers about the importance of the Food Stamp Program as our nation’s front line defense against food insecurity and to combat stigma and myths surrounding this program.
- Incorporate Food Stamp application assistance into your organization’s functions or partner with an organization who provides application assistance.

Healthy Transportation

“Students who walked to school every day had

24

more minutes of physical activity per day.
(Active Living Research)



“People who live in walkable neighborhoods are

2 times

as likely to get enough physical activity as those who don’t.”
(Active Living Research)



Championed by the Idaho Transportation Department

Mission

Efficiently coordinate and facilitate efforts among all partners to support pedestrian, bicycle and public transit programs to improve access and remove barriers to active participation in those transportation modes. Create an information and communication network regarding the opportunities and health benefits of such participation.

Purpose

Achieve a safe, effective, and balanced multimodal transportation system that includes accommodations for bicyclists, pedestrians, and pedestrians with disabilities, along with public transportation and other motorized modes.

About Healthy Transportation

The Healthy Transportation Subcommittee is lead by the Idaho Transportation Department (ITD). As the lead, ITD will:

- Promote and facilitate the increased use of non-motorized modes of transportation to improve the health and wellness of the community
- Develop infrastructure such as sidewalks and bike lanes
- Develop public education materials related to walking and bicycling
- Foster a safe, mobility focused public transportation system
- Implement transportation related projects that improve the outdoor air quality

To learn more about Healthy Transportation, contact:

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HEAL Goals & Recommended Actions

Physical Activity Goals

1. Support the development and implementation of community plans including mixed-use designs that promote physical activity for all ages.

- Educate the planning community about the value of including the public health perspective into community design.
- Promote adoption of strategies and infrastructure to improve access to safe and secure parks, recreation, fitness and sports facilities, and healthy eating food outlets, especially for low resource and high-crime neighborhoods.
- Incentivize public facilities within convenient walking distance of major residential areas.
- Enhance personal safety in areas where persons are or could be more physically active.
- Improve access to public transportation.

2. Increase the number and utilization of safe, accessible routes that support diverse modes of transportation in our communities

- Support establishment of local non-motorized transportation citizen committees that report to city councils, mayors, etc.
- Promote and increase equitable distribution of safe, walkable and bikeable routes, connectivity and accessibility to essential community destinations.
- Promote and support implementation of “safe routes” initiatives such as “Safe Routes to Schools,” “Bike to Work,” and other active transportation programs.
- Improve access to outdoor recreation facilities.
- Support locating schools within easy walking distance of residential areas.

3. Increase physical activity among children and adults to meet recommended guidelines

- Improve access to public-private recreational facilities in communities with limited recreational opportunities.

4. Increase the quality and quantity of physical education and activity opportunities in all schools and childcare settings

- Conduct coordinated events and opportunities for students and staff to walk or bike to and from school.

Get involved!

We invite you to become a HEAL Idaho member today and get involved. Here's how:

1. Participate on and contribute to a HEAL subcommittee. For example, help to develop and review subcommittee strategic directives and goals; provide recommended actions; and make and share progress on those goals in your respective communities.
2. Connect with other members through regional meetings and statewide summits. These meetings allow for networking, learning best practices, success sharing, and working sessions that generate specific activities and methods for leveraging resources at the local level.
3. Stay connected and up-to-date on the latest events, research, news, and best-practices by 'liking' Healthy Eating, Active Living Idaho on Facebook.
4. Contribute success stories on HEAL initiatives and share with Subcommittee leads on Facebook and at Regional Meetings.

Together, through networking, sharing of information, and leveraging resources, we can achieve so much more!

To learn more about HEAL Idaho, visit

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